

PARTNERS

A PUBLICATION OF HOWARD COUNTY TOURISM, INC.

Volume II, Issue 2

Fall 2006

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Kwanzan Cherry Blossom
Photo by Kenneth Losurdo Jr.

Blossoms of Hope: The Howard County Cherry Tree Project Announces Residential Phase



The Howard County
Cherry Tree Project

On September 29, 2006, County Executive Jim Robey announced a breathtaking *Blossoms* development at Howard County Tourism, Inc.'s Annual Meeting. Camberley Homes, a division of Winchester Homes, has committed to purchasing 275 trees to line the main thoroughfare of its new subdivision in Howard County. Homebuyers purchasing in this luxury subdivision, called "Riverwood" and located off of Homewood Road in Ellicott City, will also be able to purchase individual *Blossoms* cherry trees as part of their landscape design packages.

Camberley's participation in the Project is notable both because the company is the first residential homebuilder to participate and because its commitment pushes the Project over its initial goal of 1,000 trees planted throughout the County. Camberley's generous purchase will also allow *Blossoms* to make its largest single donation ever to the Claudia Mayer Cancer and Image Center.

Most importantly, the announcement of Camberley's participation allows *Blossoms* to kick off the long-awaited residential component of the Project in a huge way. Howard Countians can now purchase *Blossoms* Kwanzan cherry trees for planting at their individual residences. Four options are available to individual homeowners, with trees starting at just \$125.00 each (of which \$50.00 is tax-deductible).

Trees are on sale now! To inquire or purchase, please visit *Blossoms'* website at www.blossomsofhope.com, or contact Tourism at (410) 313-1900. Trees purchased this fall will be available for pickup/delivery in November, with the next pickup/delivery date scheduled for May.

October is National Breast Cancer Awareness Month

Get your screenings, perform your self-exams, and consider purchasing a *Blossoms* Tree or running the Komen Race for the Cure in Baltimore on October 21, 2006 with the *Blossoms of Hope* team! We'd love to see you there.



Howard County Tourism, Inc.'s 25th Annual Meeting: It's Easy Being Silver in a County That's Golden



Photo by Janique Racine for Howard County Tourism, Inc.

Many Tourism partners, political leaders and local businesspersons turned out for Tourism's 25th Annual Meeting, held September 29, 2006 at Turf Valley Resort in Ellicott City. A sellout crowd of over 250 was on hand to hear the Honorable Robert L. Ehrlich speak about the success of Maryland's destination marketing efforts. The Honorable James L. Robey again showed his commitment to *Blossoms of Hope: The Howard County Cherry Tree Project* by announcing that Camberley Homes has kicked off the residential component of the Project in a big way.

Attendees were treated to a lunch of chicken Oscar as well as a delicious cake by Fisher's Bakery, which featured hand-drawn renderings of Historic Ellicott City's skyline in gold as well as a royal-icing People Tree. Tourism President Matthew Eyre and Executive Director Rachelina Bonacci outlined Tourism's accomplishments over FY

2006 as well as the organization's plans for the future.

To commemorate Tourism's 25th anniversary, the first-ever Tourism Partner of the Year award was given to Clark's Elioak Farm and its proprietor, Martha Clark. Clark's Elioak Farm was a natural choice given its popularity throughout the region and especially the extraordinary efforts Ms. Clark has made to preserve the Enchanted Forest for generations to come. The Partner of the Year award will now be given annually to the Tourism partner who exhibits the greatest commitment to increasing, developing, and promoting tourism in Howard County.

After receiving her award, Ms. Clark stated the following: "Thank you so much for your choice of Clark's Elioak Farm for the first annual Tourism Partner of the Year award. I am honored and humbled by the recognition. Being a good tourism partner is easy when you have such an incredible team to work with. Your enthusiasm, creativity and hard work inspire all of us to go the extra mile to support and promote tourism in Howard County. Thanks to your amazing efforts every day, all Howard County Tourism Council partners get an incredible amount of support for their businesses. Thank you for all that you do!"

Tourism in turn thanks all of our partners, for all that YOU do. We look forward to a year of great progress and success!



Photo by Janique Racine for Howard County Tourism, Inc.



MAIN STREET MERCHANTS' MEETING

All partners located in the Historic District are invited to an informal happy hour meeting at Tourism on Tuesday, October 24th from 8:30 to 10:00 a.m. Come by at your convenience to meet Erin Van Bavel, see our newly improved sales office, and talk to us about how Tourism can best work with our Main Street partners! Coffee and pastries will be served. Please RSVP by Friday, October 20th if you would like to attend. We hope to see you all here!

IT'S OCTOBER: SO MANY GHOSTS, SO LITTLE TIME

Howard County Tourism, Inc.'s Ghost Tours!

"Ye Haunted History of Olde Ellicott City" ghost tours are popular with brave ghost tourists from April through November every year, but this October stands to be extra creepy! Tourism will host special "Full Moon" ghost tours on October 6th and 7th at 9:30 p.m., as it is anticipated that spirits will be especially active around the full moon.

"Black Cat" Friday the 13th tours will be offered on Friday, October 13, 2006. Tourism will be running tours on the half hour that evening beginning at 6:00 p.m., with the last tour leaving the Visitors' Information Center at 9:30 p.m. Before and after the tours, ghost tourists will be able to patronize many of our Main Street partners, who have elected to stay open late and even offer their own specials for the festivities! Participating partners will be displaying black cats in their windows to denote their participation in the event.

Of course, Tourism also runs ghost tours in Savage Mill throughout October and November! Savage ghost tours begin at 8:00 p.m. each Friday and Saturday night, and feature some new ghastly twists and turns throughout the Mill.

Don't miss out! To reserve (highly recommended, and required for the Full Moon and Black Cat Friday the 13th tours), call (410) 313-1900.



Photo by Howard County Tourism, Inc.

HALLOWEEN HAPPENINGS

Tired of the same old neighborhood trick-or-treat? Here are some options for Halloween this year!



Ballindullagh Halloween "Graveyard." Photo by Steven Ryder

Ballindullagh Barn Antiques (2410 Woodstream Court, Ellicott City, MD 21042): Antiques store owner Steven Ryder is a big fan of Halloween, and it shows. Back when he lived in a New York City apartment, Steven decorated the hallway of his apartment building just because. Now he and wife Cecelia decorate their property in Ellicott City every year with dozens of spooky characters and "gravestones" with humorous epitaphs for the benefit of local kids and their parents. The Ryders do this simply because they love the thrill and excitement of the American Halloween tradition, and they invite all Howard Countians to come by on Halloween for the frightful sights and some delicious treats!

Trick-or-Treat on Main Street (Historic District, Ellicott City): From 4:00 to 6:00 p.m. on Halloween, shop and restaurant owners up and down Main Street will be handing out candy and other treats to costumed kids. The Ellicott City Business Association will be providing participating businesses with fliers for display in their windows. This is always a popular event and is now in its 23rd year!

Murder and Mayhem at the Manor (Elkridge Furnace Inn, Elkridge – www.elkridgefurnaceinn.com): This one's for the adults! Celebrate Halloween in style with an unforgettable interactive murder mystery. Preceding the murder, guests will be invited to enjoy a sumptuous buffet. We all know someone will be dying to undertake the mission that awaits; so after dinner, the search for the killer will begin. Throughout the manor home, clues will be hidden to the identity of the murderer. Will you and your team be the first to solve the puzzle? Will someone else fall prey to mysterious mischief? You'll have to wait to find out as the villain for the evening's crime will be exposed over dessert and coffee (\$55 inclusive; reservations required).

Halloween Weekend at Clark's Elioak Farm (Clark's Elioak Farm, Ellicott City— www.clarklandfarm.com) : Come by the farm on October 28th and 29th and enjoy costume contests, scarecrow making, face painting and more!

First Ever RYKA IronGirl Columbia Triathlon a Huge Success



Photo by Kenneth Losurdo Jr.

The first ever RYKA IronGirl Columbia triathlon was held in and around beautiful Centennial Park on August 27, 2006. The Tourism Team was on hand in the Red Tent to assist with this truly inspirational event, which consisted of a 1K swim, 30K bike, and 5K run. Over 1,800 women — including Howard County Tourism, Inc.'s own Vice President Anne Johnson — participated in the triathlon, and thousands of the competitors' spouses, children, family members, friends, and pets

turned out to support them in their endeavors. A big round of applause is deserved by the Columbia Triathlon Association, Inc., whose hard work and dedication made sure that the event was well-organized and went off without a hitch.

Margaret Shapiro, of Annandale, Virginia, took first place with a time of 1:21:48. Ms. Shapiro competed against participants from 26 states, including New York, Florida, Wisconsin, Mississippi, and Maryland. Competitors ranged in age from 14 to 76 years young. All funds raised by the event — and by all the IronGirl events nationally — benefit local charity Ulman Cancer Fund for Young Adults, which has received more than \$25,000 so far from the IronGirl organization. As local competitor Suzanne McCulloch, a seasoned IronMan veteran herself, said, "It was so nice to see women of so many ages and ability levels competing and finishing their first triathlon at IronGirl."



Photo by Kenneth Losurdo Jr.

Tourism team members manning the tent kept busy answering questions as varied as "Where can I find Berger cookies to take home to Wisconsin?" to "Do you know where Maryland Homebrew is located?" and "Where are the results posted?" It was a beautiful day, and the excitement and pride of the athletes and their families and friends was evident on every face. We look forward to the 2007 RYKA IronGirl Triathlon (August 19, 2007) and hope that you will join us there!

Hear ye, hear ye! Read all about us!

Have you gotten your October Business Monthly yet? If not, run out and grab one before they're all gone, as this month Howard County's leading business publication focuses on tourism in our County. In fact, the entire 20-page insert is all about tourism and features articles written by Biz Monthly staff as well as by the Tourism Team and some of our valued partners.

Tourism appreciates the opportunity extended by the Biz Monthly to promote our industry, and asks our partners to show their appreciation by patronizing the advertisers in this month's issue. If you have gone paperless, you can also access the Business Monthly online at www.bizmonthly.com.

Meet Tourism's NEW Group Sales & Marketing Manager, Erin Van Bavel

The Tourism Team is thrilled to welcome Erin Van Bavel, our new Group Sales and Marketing Manager, who started at Tourism on September 12, 2006. Erin will work to promote Howard County as a premier destination for business and group travel. Primary target markets will include association, meeting, sports, and group tour business with an overall goal to maximize economic impact on Howard County and our Tourism partners.



Photo by Kenneth Losurdo Jr.

Erin's work in destination marketing began with a college internship at the Baltimore Area Convention and Visitors Association. From there, she worked as an information specialist for the State of Maryland at the BWI Airport Welcome Center. Erin subsequently served as the Director of Communications for the Annapolis & Anne Arundel County Conference and Visitors' Bureau, where she promoted our county to the east through a series of successful regional and national media campaigns.

Erin holds a Bachelor of Science in Mass Communication with a focus in public relations from Towson University. As a native Marylander, she is excited to be working in the tourism industry, promoting Howard County as a top-rated destination.

Team Tourism

Contact Information:

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Howard County Tourism Team

Executive Director: Rachelina Bonacci
Visitor Information Center Manager: Ed Lilley
Special Events & Projects Manager: Amanda Hof
Sales & Partnership Development Manager: Lexi Levy
Group Sales & Marketing Manager: Erin Van Bavel
Interns: Vanessa Williams and Lori Paddy
Part-Time Staff: Judy Brown, Cindy Hirshberg, Nanette Hunter, Clark Wagner



Your fulltime Tourism Team!
Photo by
Kenneth Losurdo Jr.



A big welcome to our newest partners!

All Seasons Pools & Spas
American Heart Association - Mid-Atlantic Affiliate
Apple Ford
Cacao Lane
Camberley Homes
Economic Roofing Company
Fenland Field Apartments
Fisher's Bakery
Garth Davis Sales Team
Glen Mar United Methodist Church
Growth Adventures
Johnny's Bistro on Main
Lifetime Fitness
Nightmare Graphics, Inc.
Re/Max Advantage - Karol Hess
Vibrant Artwear

Columbia Classic Grand Prix

On Sunday, September 24, 2006, the HCC Educational Foundation sponsored its 19th Annual Columbia Classic Grand Prix on the grounds of Howard Community College. This annual event is the Foundation's biggest fundraiser, and has become the unofficial kickoff of the fall social season in Howard County.

Twenty-six riders from New York, Virginia, Florida, New Jersey and Maryland competed in the event this year. Top prize went to Tracy Magness of Baltimore, who successfully completed the difficult course in 37.699 seconds. Mary Lisa Leffler, of Brookeville, and Marilyn Little, from Frederick, rounded out the top three. Tracey Weinberg of Lovettsville, Virginia won the Junior/Amateur Classic, which preceded the main event.

Despite the rain that poured down mid-race, a good time was had by all. Putting on the Ritz catered lunch in the main tents, and patrons could also stroll the boutiques set up outside the tent to fulfill all of their equestrian-shopping needs. The Goshen Hunt provided intermission entertainment with their pack of very well-trained foxhounds – a few of whom decided that they too would like to enjoy the catering in the main tent!

Partners!

Please don't forget to send us your brochures, cards, and other promotional materials for display in the Visitors' Information Center.

Let us promote your business for you!